

Re: CAN-SPAM Act Rulemaking, Project No. R411008

To the Commissioners,

Thank you for your attention to the difficulties of handling unsolicited bulk email. I am deeply concerned about the proposed requirement for merchants to maintain suppression lists.

This idea brings associated problems and costs to businesses as well as affecting consumers. Please consider this matter very carefully.

Requirement of the use of suppression lists will seriously damage many of the legitimate publications available on the net. The specific problem is for the publishers who require permission from consumers before adding them to my list.

My understanding is that CAN-SPAM was designed to put bulk trash mailers out of business. This requirement will very likely target those publishers acting responsibly and requiring permission and put them out of business.

What happens when these lists fall into the hands of Spammers, gleefully sending more spam instead of less???

Significant harm may also hit consumers because of the problem of knowing their intent when they unsubscribe from a list.

Example: I switch from AOL to a Netscape browser because many of my messages are too large to get through the filters and servers on AOL. A simple change of address Has now placed me on a suppression list.

The potential problems this ruling could involve worry me. I urge you in the Strongest Possible Terms to reconsider implementing this ruling at this time.

Respectfully,

Mary Payne
Illinois, USA